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**FACSIMILE TRANSMITTAL SHEET**

TO: <b>Michelle Williams</b>	FROM: <b>F. Jason Far-hadian, Esq.</b>
COMPANY: <b>United States Patent Office</b>	DATE: <b>NOVEMBER 16, 2006</b>
FAX NUMBER: <b>703 308-6672</b>	TOTAL NO. OF PAGES INCLUDING COVER: <b>-- 03 --</b>
PHONE NUMBER: <b>703 308-9390 (ext. 118)</b>	SENDER'S REFERENCE NUMBER: <b>M-7729 US</b>
RE: <b>App. No: 09/379,167</b>	YOUR REFERENCE NUMBER: <b>Patent No: 7,120,590 B1</b>

☐ URGENT ☒ FOR REVIEW ☐ PLEASE COMMENT ☐ PLEASE REPLY ☐ PLEASE RECYCLE

**NOTES/COMMENTS:**

Please confirm receipt.

Kind Regards,

Aleksandra Sarosiek

BEST AVAILABLE COPY

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: Bruce Eisen et al.  
Assignee: User Trends, Inc.  
Title: Electronically Distributing Promotional And Advertising Material  
Based Upon Consumer Internet Usage  
Serial No.: 09/379,167 Filing Date: 08/23/99  
Examiner: John L. Young Group Art Unit: 3622  
Docket No.: M-7729 US


**TRANSMITTAL LETTER FOR CERTIFICATE OF CORRECTION**

Dear Sir:

Please find enclosed a Certificate of Correction. The Assignee's name on the face sheet of the published patent was misprinted due to a gross error on the part of the USPTO. Since a certificate of correction will not suffice to correct this mistake, we request that the title page of the patent be reprinted.

Furthermore, we request that the USPTO expedite the processing of this request, since our client has been waiting to receive the corrected version of the published patent.

Respectfully submitted,

By:  Date: 11.16.2006  
F. Jason Far-hadian, Esq.  
Registration No. 42,523  
Attorney for Applicant(s)

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I hereby certify that this correspondence is being facsimile transmitted to United States Patent and Trademark Office FAX number (703) 308-6672 on:

November 16, 2006  
Date of Transmission

F. Jason Far-hadian

Name

  
Signature

11/16/06  
Date

To: Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

PTO/SB/44 (04-05)

Approved for use through 04/30/2007. OMB 0851-0033

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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(Also Form PTO-1050)

## UNITED STATES PATENT AND TRADEMARK OFFICE CERTIFICATE OF CORRECTION

Page 1 of 1

PATENT NO. : 7,120,590 B1

APPLICATION NO.: 09/379,167

ISSUE DATE : October 10, 2006

INVENTOR(S) : Eisen, et al.

It is certified that an error appears or errors appear in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

The Assignee's name "User Trends, Inc." was incorrectly reported as "User Trencis, Inc." on the face sheet of the published patent. The error was due to a misprint by the United States Patent Office. The recorded assignment papers reflect the name of the Assignee as User Trends, Inc.

### MAILING ADDRESS OF SENDER (Please do not use customer number below):

F. Jason Far-hadian, Esq., Century IP Group, Inc.  
P.O. Box 7333  
Newport Beach, CA 92658

This collection of information is required by 37 CFR 1.322, 1.323, and 1.324. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1.0 hour to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Attention Certificate of Corrections Branch, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

*If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.*